



**There is no need to submit a form. By virtue of exhibiting, all exhibitors are automatically entered into this awards program. If you have any questions, feel free to contact Matt Decker at [mdecker@cbaonline.org](mailto:mdecker@cbaonline.org).**

The **Exhibitor Impact Awards Program** is designed to establish industry wide benchmarks for excellence by rewarding exceptional display and service in the Christian retail industry. Each Impact Award recognizes exhibitors that demonstrate excellence and innovation through booth designs at the International Christian Retail Show, thus setting industry trends and challenging other exhibitors to reach for higher display standards.

**You Could Win . . .**

All booth award winners are honored with a crystal trophy and early priority placement for 2013 (application & deposit must be received by Aug 15<sup>th</sup>).

**Eligibility**

All exhibitors are automatically qualified. No application is necessary.

**Judging**

Winners will be determined onsite by three trade-show experts.

**AWARDS**

**BEST BOOTH DESIGN – VISUAL PRESENTATION, BOOTH MESSAGING & ERGONOMICS**

2 Awards (Up To 300 Net Square Feet & More Than 300 Net Square Feet) in  
**Bibles, Books, & Resources; Gift & Specialty Items, and Entertainment**

Creating a well-designed booth is both art and science. Your booth is a visual representation of your brand, a qualified traffic-stopper, and a three-dimensional environment for facilitating face-to-face. The **BEST BOOTH DESIGN** award goes to the exhibitor who does the best combining all three:

- **Visual Presentation** -- An exhibitor's first and foremost purpose is to get the right attendees to **stop**. Before that can happen, they have to **notice** you. In an event where hundreds of companies seek to attract attendees it's difficult to stand out from the crowd. You must be a visual "show-stopper".
- **Booth Messaging** -- Exceptional exhibitors know that not everybody walking the aisles is a qualified prospect. And because of time constraints, retailers have the difficult task of culling out only those exhibitors who have products they need or want. Booth Messaging uses signage, graphics, and copy to help attendees quickly determine whether they have a good reason to stop or not.
- **Ergonomics** -- Considering design options to ensure that people's capabilities and limitations are taken into account ensures that the product is fit for use by the target audience. Who has created the **best** environment for attendees to visit a booth, interact with staffers, learn about products, and conduct necessary business?

**BEST BOOTH STAFF**

2 AWARDS (UP TO 300 NET SQUARE FEET & MORE THAN 300 NET SQUARE FEET)

People don't do business with companies, they do business with **people**. One of the top complaints from attendees is that they were ignored or received poor help from booth staff. The best booth staff understand why they are at a show, what they are supposed to accomplish, and how to do it. They're ready, willing, and able to make attendees' visits almost magical. The **BEST BOOTH STAFF** award goes to the exhibitor whose staff showed they were top notch.

**BEST BOOTH FOR A FIRST-TIME EXHIBITOR**

1 AWARD

This award goes to the first-time exhibitor who best exemplifies all of the above criteria.